

COURSE TITLE	Innovation and Creativity in Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 1 (semester 2)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	45 (30L + 0P + 15S)

COURSE DESCRIPTION
<i>Course objectives</i>
• To present and explain trends in tourism market supply and demand. • To provide an overview of the basic concepts related to defining innovation and creativity in tourism. • To raise awareness of the importance of innovation in attracting modern tourism consumers to destinations. • To offer guidelines for the future development of specific (sustainable) forms of tourism.
<i>Course enrolment requirements</i>
Basic knowledge of tourism acquired at the undergraduate level through the course “Theory and Organisation of Rural Tourism” or another related course providing equivalent prior knowledge.
<i>Expected learning outcomes</i>
LO1: Interpret key concepts and definitions of innovation and innovators. LO2: Present examples of innovations in the domestic and global tourism sectors. LO3: Define basic concepts of creative tourism. LO4: Assess the development potential of creative tourism in Croatia. LO5: Critically evaluate development programmes of creative tourism in a given destination. LO6: Create a model for developing a contemporary tourism product.
<i>Course content</i>
Characteristics of changes in tourism market demand and supply. New perspectives on tourism. Theoretical definition of innovation. Typology of innovations in tourism. Drivers of innovation in tourism. The importance of innovation in the tourism industry. Innovation dynamics in the tourism market. Innovation in Croatian and global tourism. Theoretical foundation: creativity, creative thinking, and creative techniques. Creative tourism and its manifestations. The relationship between creative tourism and the destination. Development perspectives of creative tourism in Croatia and worldwide. Innovation vs. creativity. The impact of new information and communication technologies on tourism operations. Online travel agencies. The sharing economy and tourism.
<i>Assessment and evaluation of student work during classes and the final exam</i>
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.